

## U.S. Cellular® Customer Appreciation “In This Together” Sweepstakes

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN.** MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING OR RECEIVING A PARTICULAR BILL CREDIT PRIZE. **VOID OUTSIDE THE “ELIGIBLE STATES” (AS DEFINED BELOW) AND WHERE PROHIBITED.**

#### Overview/Sweepstakes Period

The U.S. Cellular Customer Appreciation “In This Together” Sweepstakes (the “Sweepstakes”) will be conducted from 12:00:01 a.m. Central Time (“CT”) on May 18, 2020 through 11:59:59 p.m. CT on May 22, 2020 (the “Sweepstakes Period”). Each day during the Sweepstakes Period eligible U.S. Cellular customers (i.e., subscribers), as defined under “Eligibility”, below, will have the chance to participate via text message (as described below under “How to Participate”) for a chance to win bill credits on their accounts. Bill credit prizes vary in value (see chart below). **There are no charges to customers for text messages sent or received.** The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Participation in the Sweepstakes constitutes your full and unconditional agreement to abide by and be bound by these Official Rules and Sponsor’s decisions, which shall be final and binding in all matters related to the Sweepstakes.

#### Eligibility

The Sweepstakes is open only to legal residents of CA, IL, IN, IA, KS, MD, ME, MI, MO, MN, NE, NH, NC, NY, OH, OK, OR, PA, SC, TN, TX, VT, VA, WA, WI and WV (the “Eligible States”) who: (i) are at least eighteen (18) years old (at least 19 if a resident of Nebraska) on the date they participate; (ii) were customers of U.S. Cellular as of May 17, 2020; and (iii) have active accounts in good standing (i.e., no delinquencies) on the date on which they participate.

Employees, officers, directors and representatives of Sponsor, its affiliates, subsidiaries, promotion and advertising agencies, anyone involved with the design, execution or fulfillment of the Sweepstakes, and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Sweepstakes. Non-eligibility or non-compliance with any of these Official Rules will result in disqualification.

#### How to Participate

Prior to the Sweepstakes Period, Sponsor will cause one (1) free Sweepstakes Alert to be sent via MMS text to the mobile devices of customers from whom valid consent to receive such messages has been received previously. Thereafter, on various days of the Sweepstakes Period, Sponsor will cause one (1) alert to be sent via SMS text to customers inviting them to participate in the Sweepstakes by texting the keyword **WECARE** to the short code **7827**. Your properly transmitted and received keyword will be referred to herein as your “entry”. If your entry occurs within a randomly- pre-determined winning sequence, you will be the potential winner of a bill credit (subject to verification of your eligibility and of

your entry) and will receive a message from the Sponsor informing you that you are a potential winner (“winning message”). If you do not receive a winning message, then you are not a winner. The value of your bill credit prize will depend on the day on which you participate, as prize amounts vary by day. See below for available bill credit values per day, the total quantities of each credit available per day, the odds of receiving each credit, and the conditions applicable to each.

**Limit one (1) entry per customer/phone number for each day of the Sweepstakes Period.**

Please note: Text **STOP** to **7827** if you no longer wish to receive alerts or participate in the Sweepstakes. Text **HELP** to **7827** for information. Consent to receive texts is not required to buy goods and services. Network service for transmission of text messages may be interrupted or unavailable due to atmospheric or topographical conditions, governmental regulations or orders, or system capacity limitations. Sponsor assumes no responsibility for MMS/SMS message delivery or timeliness of messages, or for the availability of messaging services at all times.

**Available Prizes, Quantities and Values:**

Day	Prize/Value	Quantity Available
Monday (5/18/20)	\$5 Bill Credit	10,000
Tuesday (5/19/20)	\$10 Bill Credit	10,000
Wednesday (5/20/20)	\$5 Bill Credit	10,000
Thursday (5/21/20)	\$10 Bill Credit	10,000
Friday (5/22/20)	\$20 Bill Credit	10,000

**Each prize is credited to the account of the winning entrant. Limit one (1) prize per customer/phone number per day for the Sweepstakes Period. Bill credits may take up to 3 billing cycles to be applied and require account to be in good standing.**

**Odds:** The odds of winning a particular bill credit prize will depend on: the quantities of each prize that are available on the day, and at the time, of your entry; the number of eligible entries received on the day on which you participate; and the order in which your entry is received on the day on which you participate.

Prizes consist only of the items described above, and cannot be transferred, assigned, redeemed for cash or substituted, except at Sponsor’s sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable.

At the discretion of the Sponsor, winners may be required to sign and return an Affidavit of Eligibility, Liability Release and, where permitted by law, a Publicity Release as a condition of receiving a prize. Failure to comply will result in disqualification.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**Limitations of Liability**

By participating in this Sweepstakes, participants hereby waive, release and agree to hold harmless, Sponsor, its parent company, subsidiaries, affiliates, media partners, printers, advertising and promotion agencies, and the officers, employees, directors and agents of each of the foregoing, from and against any and all rights, claims and causes of action whatsoever that may arise against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and/or property, arising in whole or in part, directly or indirectly, from participation in this Sweepstakes, or the acceptance, possession, or use/ misuse of any prize. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

Sponsor is not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission or communication failures; (iii) destruction of or unauthorized access to, or alteration of, entries; (iv) failed or unavailable hardware or software; (v) causes beyond Sponsor's reasonable control that jeopardize or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (vi) any entries made in a manner that is not expressly allowed under these Official Rules (all such entries will be disqualified); (vii) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (viii) any typographical or other error in any printing or advertising related to this Sweepstakes, in the administration or execution of the Sweepstakes, or in the announcement of winners; or (ix) violation of these Official Rules, cheating or fraud by any participant.

If, for any reason, the Sweepstakes cannot be conducted as planned by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, human error, technical failures, or any other causes which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, the Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend this Sweepstakes in any manner it deems fair and reasonable.

### **Participants' Privacy**

Any personally identifiable information collected in connection with an entrant's participation in this Sweepstakes will be used by Sponsor only for purposes of the proper administration and fulfillment of the Sweepstakes, as described in these Official Rules, and in any manner consistent with Sponsor's Privacy Policy, available at <http://www.uscellular.com/site/privacy/index.html>

### **Publicity**

Acceptance of a prize constitutes recipient's consent to Sponsor's use of his/her name, likeness, photograph, voice, opinions, hometown and/or state for promotional purposes in commerce and in any media, worldwide, (including but not limited to internet, social media and television broadcast) without limitation and without further notice, consent or compensation, except where prohibited.

### **Disputes/Venue/Governing Law**

By participating, entrants agree that: (i) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded, shall be resolved individually, without resort

to any form of class action, and exclusively by the appropriate federal, state or local court located in Cook County, Illinois; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iii) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or made by any representative of Sponsor, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

### **Severability**

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

### **Sponsor**

This Sweepstakes is sponsored solely by U.S. Cellular, 8410 West Bryn Mawr, Suite 700, Chicago, IL 60631

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